

Note for Marryshow, Karen

From: Goldin2, Kelly (LBC)
Date: Mon, Apr 22, 1996 11:15 AM
Subject: Creative Dimensions
To: Marryshow, Karen; Sachtleben, Dan (LBC)
Cc: Schneider, Rita; Tegethoff, Scott (LBC); Geoff GOLUB; Baum1, Donna (LBC)

Karen,

Per your request, we have forwarded outdoor creative dimensions for 8-Sheets, Bus Kings, Bus Shelters and 30-Sheets. Please keep in mind, we have not negotiated Los Angeles OOH yet. As you will see below, the viewing area for Bus shelters varies by vendor. However, the structure size remains the same.

Vehicle	Copy/Viewing Structure Size	Area
8-sheets	6'2" X 12'2"	5' X 11'
Bus Kings	30" X 144"	27" X 141"
Bus Shelters		
Van Wagner	48" X 70"	46" X 67"
Gannett	48" X 70"	44 1/2" X 67 1/2"
30-Sheets		
Non-Bleed	12'3" X 24'6"	9'7" X 21'7"
Bleed	12'3" X 24'6"	10'5" X 22'8"

As discussed, we will fax the print dimensions as soon as possible. Additionally, we will pouch hard copies from each publication.

Karen, please call with any questions or comments.

Kelly

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